

**WEARE ECONOMIC DEVELOPMENT COMMITTEE
MEETING MINUTES
NOVEMBER 28, 2007**

**PRESENT: Heleen Kurk, Liz McSweeney, Alice Morris, Art Siciliano, and
Jim Thompson**

VISITOR: Neal Kurk

MEETING OPENED @7:15pm

There was discussion of changes to Article 34, the Sign Ordinance. Neal Kurk made known some of the questions the Planning Board had addressed. WEDC discussed those and agreed to most of the changes. However, WEDC feels that for the purpose of dark skies all sign lighting should be from the top down. The question of enforcement was addressed, but WEDC has no legal standing to make recommendations. The Weare Center Advisory Board has made some recommendations for signage in the Weare Center Village. Those were discussed and approved by WEDC. They are now included in Article 34. See revisions in the attached "Article 34 revised 11-28-07" for all the changes made during this meeting. October minutes were approved.

McSweeney, a member of the Weare Center Advisory Board briefed WEDC on their deliberations.

WEDC would like to add other "Welcome to Weare" signs. It was decided the small version of the sign should be added to Rte. 77 near the New Boston line this year. Next year we would like to add one on Rte. 149 near the Deering line.

There was a brief look at the new/potential businesses/land availability list. WEDC will ask the Planning Board to advise WEDC when new businesses show interest in coming to Weare. WEDC would like to help them meet code.

Thompson has contacted both the Capital Region Development Corporation and the Monadnock Development Corporation. He is waiting to hear back from them.

Morris and Thompson will go to the Planning Board meeting November 29, 2007 to answer any questions the Planning Board has about Article 34. Thompson will attend the Board of Selectmen meeting on December 3, 2007.

The next meeting will be on December 18, 2007.

The meeting adjourned @ 8:58pm

Alice Morris, Secretary

ARTICLE 34 revised 11-28-07

34 SIGN ORDINANCE

34.1 PURPOSE: It is the intent of this Sign Ordinance to support the general provisions of the Weare Master Plan which seeks to preserve the visual New England rural character of Weare while, at the same time, understanding and meeting the need for adequate business identification and advertising. To further regulate signs in all districts, the provisions of this article supersede those in any other article where the provisions may be in conflict.

34.2 DEFINITIONS: Sign shall mean any permanent or temporary display visible from public ways or public property which consists of structures, objects, words, graphics, designs and/or symbols and which is intended to *promote a business activity including the sale of goods and services whether for profit or otherwise*. A temporary sign is a sign displayed for sixteen (16) or fewer days in any sixty-day (60) period.

34.3 PERMIT: A permit from the code enforcement officer shall be obtained before the installation of any sign. The permit number and date of issuance shall be affixed to each sign. Permits are not required for temporary signs.

34.3.1 In addition to the permit required by 34.3, the design and placement of all signs that are part of a site plan review or change of use application must *first* obtain the approval of the Planning Board.

34.4 ILLUMINATION STANDARDS:

34.4.1. The illumination of any sign shall be from a steady or continuous, non-flashing, shielded white light from exterior light sources only. The sign must be lit from above and shall illuminate the sign only, without the light source being visible from any residential dwelling or any roadway. The light source shall be placed as close as practical to the message portion of the sign. No light shall escape above the fixture.

34.4.2 Any sign related to a business or profession or to a commodity or service sold or offered for sale may be illuminated only *when the business is open*.

34.4.3 From Dec. 1 to Jan 10 only, holiday displays containing illuminated bulbs or strings of lights that flash or change but do not contain a message are allowed in connection with a sign.

- 34.5 LOCATION: A sign shall be placed in such a way that it is not a source of danger or hindrance to traffic.
- 34.6 MAINTENANCE: All permanent signs are to be constructed of durable materials and be well maintained.
- 34.7 REPLACEMENT SIGNS: When an existing sign is replaced or substantially altered, the new sign shall conform to the provisions of this ordinance.
- 34.8 PROPORTIONS: Where a sign is attached to or part of an independent structure, the sign shall be the predominant visual feature in terms of size, scale, color and other aspects of appearance.
- 34.9 PROHIBITED SIGNS: The following signs are not allowed:
- 34.9.1 Any sign unrelated to a business or a profession conducted, or to a commodity or service sold or offered for sale, on the premises where the sign is located. This shall not apply to *two* signs, *approved by the Planning Board* and providing location directions.
- 34.9.2 Any sign erected on or above any part of the roof of a building, including any message or symbol on any roof of a building or design in any roofing material. This prohibition shall not apply to a sign that is mounted on, and is parallel to and does not protrude beyond the edges of a vertical wall.
- 34.9.3 Any sign attached to a utility pole.
- 34.9.4 Any sign attached to a tree or rock.
- 34.9.5 Internally lit and electronic signs, including animated, changing message or electronic moving letter signs, and signs containing reflective and/or phosphorescent surfaces.
- 34.9.6 Message board signs with movable letters, *or combination or series of such signs*, displayed for seventeen (17) or more days in any sixty-day (60) period.
- 34.10 DISTRICT REGULATIONS:
- 34.10.1 In R and RA districts the following signs shall be permitted:
- 34.10.1.1 A maximum number of one (1) sign, to contain no more than two surfaces, and each surface to contain no more than six (6) square feet, shall be

permitted on any one lot containing such business or establishment. The height of such sign shall not exceed five (5) feet from the ground level to the top of the sign.

34.10.1.2 Those uses which are granted a Special Exception by the Zoning Board of Adjustment may have a sign, which shall not exceed thirty-two (32) square feet in surface area per side, subject to the further approval of the Zoning Board of Adjustment.

34.10.1.3 Limited to one (1) sign per lot

34.10.2 In the Village Districts, the following signs shall be permitted:

34.10.2.1 A maximum number of two (2) signs, each to contain no more than two (2) surfaces, and each surface to contain no more than twelve (12) square feet, shall be permitted on any one lot containing such business or establishment. The height of such sign shall not exceed ten (10) feet from the ground level to the top of the sign.

34.10.3 In the Commercial District, the following signs shall be permitted:

34.10.3.1 A maximum number of two (2) signs, the total combined surface area of which shall not exceed sixty-four (64) square feet, shall be permitted on any one lot containing such business or establishment. Additional signs or signs of greater combined area shall be allowed only by Special Exception.

34.10.3.2 Commercial subdivisions and commercial shopping centers may erect, by Special Exception, one (1) additional sign not to exceed one hundred (100) square feet of surface area at the principal or main entrance to said subdivision or shopping center.

34.10.3.3 The height of such sign shall not exceed fifteen (15) feet from ground level to the top of the sign.

34.10.4 In the Industrial district, the following signs shall be permitted:

34.10.4.1 A maximum number of two (2) signs, the total combined surface area of which shall not exceed one hundred (100) square feet, shall be permitted on any one lot containing such business or establishment. Additional signs or signs of greater combined area shall be allowed only by Special Exception.

- 34.10.4.2 Industrial and commercial subdivisions or parks and commercial shopping centers may erect, by Special Exception, one (1) additional sign not to exceed one hundred (100) feet in surface area at the principal or main entrance to said subdivision or shopping center.
- 34.10.4.3 The height of such sign shall not exceed fifteen (15) feet from ground level to the top of the sign.
- 34.10.5 In the Clinton Grove Historical Overlay District, the following limits and restrictions shall apply to signs:
- 34.10.5.1 On any one (1) lot there shall be no more than:
a) one (1) sign, the surface area of which shall not exceed twelve (12) square feet per side, and
b) one (1) additional sign, the surface area of which shall not exceed five (5) square feet per side.
- 34.10.5.2 Any sign shall be stationary, square or rectangular in shape, with a maximum of two (2) sides and shall be constructed of durable natural materials to the greatest extent possible. Any sign shall be of modest design, coloration, and appearance compatible with the purpose and intent of the CGHOD and shall contain no fluorescent, or neon elements. No sign shall exceed eight (8) feet in height from ground level to top of sign. Unlighted historical markers and “circa” sign constructed of wood, brass, or bronze of modest and restrained design and measuring less than three (3) square feet in surface area shall be exempt. Signs not exceeding two (2) square feet in area and customarily associated with residential use such as nameplates, warnings, or land postings shall be exempt.
- 34.10.6 *In the Weare Center Village District the following limits and restrictions shall apply to signs:*
- 34.10.6.1 *Signs shall be designed to the extent reasonably practicable to be consistent with the style and color of certain existing signs in the District. (See attached photographs of the Town Hall, Historic Society, Weare Animal Hospital and Center Woods School). Further, no sign shall exceed six (6) square feet. All freestanding signs may be two sided but shall be low to the ground (no portion exceeding 5 feet above grade). No sign shall include “message boards” for electronic or non-electronic letters, numbers, images, or characters. No part of any sign attached to a building may be higher than 10 feet above grade.*

34.11

APPLICABILITY: This article does not apply to signs legally in place before the effective date of this article.

Other changes now necessary in the following areas:

ARTICLE 4

SIGN: Shall mean any permanent or temporary display visible from public ways or public property which consists of structures, objects, words, graphics, designs and/or symbols and which is intended to attract the attention of the public. A temporary sign is a sign displayed for sixteen (16) or fewer days in any sixty-day (60) period. All other signs are permanent signs.

ARTICLE 21

21. SIGNS IN (C) AND (RA) DISTRICTS: See article 34

(all else deleted)

ARTICLE 22

22.7 SIGNS: See article 34

(all else in 22.7 deleted)

ARTICLE 29

24.9 SIGNS: See article 34

(all else in 24.9 deleted)

ARTICLE 25

25.9 SIGNS: See article 34

(all else in 25.9 deleted)

ARTICLE 30-B

C.6 SIGNS: See article 34

(all else in C.6 deleted)